PROPOSAL FOR BLUESTEM GROUNDS

Hiring videos for the spring crew push

Short, honest videos that show a job seeker what a season on a Bluestem crew actually looks like, in English and Spanish, live on your job posts by February 8.

Prepared by Cedar Frame Studio | **Date** November 24, 2026 | **Valid through** December 11, 2026

40
seasonal crew to hire by March 15

26 of 45
openings filled last spring

Feb 8
target date for ads to go live

What we heard on the call

- You run about 120 people at peak across landscaping and snow removal, and spring hiring is where the season is won or lost.
- Last spring you posted 45 openings, filled 26, and ran short all season.
- Your job ads are text only. Applicants do not know what the work looks like until day one, and too many leave in the first week.
- About half your crew speaks Spanish first. The videos have to work for them and for the people they refer.
- You want your real crew on camera, not actors.
- The owner signs off; the operations manager runs the project day to day.
- You mentioned a budget of $12,000 to $20,000, with some room to stretch.

What the videos are for

Each video answers the questions a good applicant has before they apply: what a day looks like, who they will work with, what the equipment is, how training works, and what the pay and hours are. We are not making an ad that oversells the job. We are making the job visible, so the people who apply already know what they are signing up for.

About shooting in January. Nothing will be green. We plan for it rather than around it: crew interviews, your shop and equipment, and live snow work are all real January footage, and we license up to 20 phone clips your crews shot last season to show the spring and summer work. If you would rather have fresh spring footage, we can quote a short April pickup day separately.

THE THREE OPTIONS

Side by side

All three are built for the same February 8 launch. The difference is how much of the job a candidate gets to see, and whether the work continues past the hire into a new crew member's first day.

	A. Essentials	B. Recommended	C. Full season
90-second recruiting video (main job-post video)	**Yes**	**Yes**	**Yes**
"A day on the crew" spotlights, 45 to 60 sec each	None	3	3
Vertical cutdowns, 15 to 30 sec, for social and texting	3	8	12
Captions	English	English + Spanish	English + Spanish
Shoot days	1	2	3
Your crews' phone clips licensed in	Up to 10	Up to 20	Up to 20
New-hire welcome and safety basics video, about 3 min	None	None	**Yes**
Edited photos for job posts and your website	None	None	40
Paid-social ad versions (square, 4:5, vertical)	None	None	3 sets
Revision rounds	2	2	2
Final files delivered	Jan 29	Feb 5	Feb 5 (welcome video Feb 12)
Project total	**$8,500**	**$15,400**	**$22,800**

Our recommendation: Option B. Your problem is two problems: not enough applicants, and new hires leaving in week one because the job surprised them. The three crew spotlights do the most work on the second one, and Spanish captions on every piece reach half the people your crew will refer. Option B sits inside the range you gave us.

Option C goes past your stated range. We include it because the welcome video keeps working after hiring is done: every new crew member watches it before their first shift.

EACH OPTION IN DETAIL

What you get, and what is not included

A. Essentials — $8,500

One shoot day at your yard and one active snow route. Short interviews with two or three crew members, shop and equipment footage, up to 10 licensed phone clips from last season.

You receive: one 90-second recruiting video for your job posts and website, three vertical cutdowns, English captions on everything.

Best if: you need one strong video on the job posts and nothing else.

B. Recommended — $15,400

Two shoot days. Day one: yard, shop, training area and interviews. Day two: an early-morning snow route with a working crew. Up to 20 licensed phone clips.

You receive: the 90-second video, three spotlights (one crew lead, one equipment operator, one first-year crew member) that each walk through a real day, eight vertical cutdowns, English and Spanish captions on every piece.

Best if: you want applicants to know the job before they apply, and want fewer first-week surprises.

C. Full season — $22,800

Everything in Option B, plus a third shoot day for the welcome video and a still photo session.

You receive: all of Option B with 12 cutdowns instead of 8, a three-minute welcome and safety basics video for every new hire (what to bring, where to report, PPE, who to call), 40 edited photos for job posts and your website, and three sets of ad-ready versions sized for paid social.

Best if: you want one project that covers attracting, hiring and the first day.

Included in every option

Pre-production call and shot list, on-camera release forms for your crew, licensed music, color and sound finishing, two rounds of revisions, all final files with rights to use them for recruiting and marketing for as long as you like.

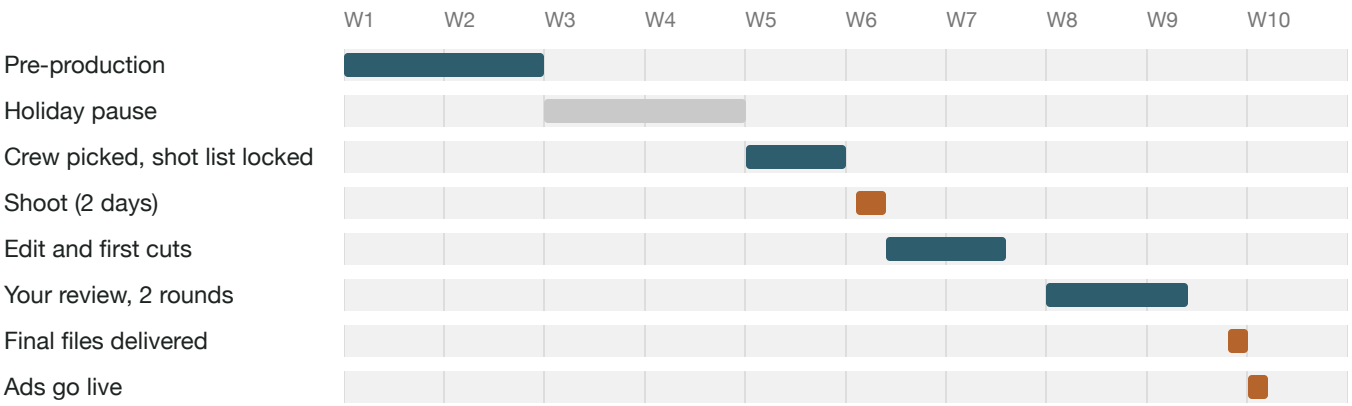
Not included

Ad spend, posting the videos to job boards or social accounts, Spanish voice-over (we caption, we do not dub), and travel beyond one hour from your yard.

TIMELINE

From yes to ads live in ten weeks

Shown for Option B. Week 1 starts Monday, December 7. We pause over the holidays so your team is not chasing approvals during the busiest snow weeks.



Key dates

Fri, Dec 4	Option chosen, agreement signed, deposit paid. This holds the January shoot dates.
Dec 7 to Dec 18	Pre-production call, locations walked, interview questions drafted and sent to you.
Dec 21 to Jan 1	Holiday pause. Phone clips from your crews can be sent in any time.
Fri, Jan 8	On-camera crew confirmed, releases signed, shot list approved.
Tue, Jan 12 to Wed, Jan 13	Shoot days. Snow day depends on weather; backup is Jan 19 to 20.
Fri, Jan 22	First cuts of every piece sent to you.
Jan 25 to Feb 2	Two review rounds. We need your notes within two business days each round.
Fri, Feb 5	Final files delivered (Option A: Jan 29; Option C welcome video: Feb 12).
Mon, Feb 8	Videos go on your job posts.

If the decision slips past December 4, every date after it moves by the same amount, and the February 8 launch goes with it.

WHAT WE NEED FROM YOU

Your part of the project

- ☐ One point of contact (the operations manager) who can approve schedules and gather notes.
- ☐ Two to four crew members willing to be on camera, paid for their time on shoot days, and each signing our release form.
- ☐ One bilingual crew lead to check the Spanish captions before final delivery, about 30 minutes per round.
- ☐ Access to the yard, shop and training area, plus one live snow route we can ride along on.
- ☐ Everyone on camera in your standard PPE and branded gear.
- ☐ Last season's phone clips from your crews (we will send a simple upload link).
- ☐ Your logo files, and the exact positions, pay ranges and hours you want stated on screen.
- ☐ The link where applicants apply, so every video ends in the right place.
- ☐ Review notes within two business days of each cut.

Terms

50% deposit to book, 50% on final delivery. Two revision rounds are included in every option; further rounds are billed at one edit day ($900) each. If a shoot day is cancelled with less than 48 hours' notice for reasons other than weather, it is billed in full. Weather moves are free. Raw footage is kept for 12 months and can be delivered on request.

Next steps

Choose an option, sign below and return it with the deposit by Friday, December 4. We will send the pre-production schedule the same day.

Option chosen: ☐ A. Essentials ($8,500) ☐ B. Recommended ($15,400) ☐ C. Full season ($22,800)

For Bluestem Grounds: name, title
Date

For Cedar Frame Studio: [Your name], owner
Date

Questions: [phone] | [email] | [your-site.com]